

BOARD OF EDUCATION  
NEWARK, NEW JERSEY 07102

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I. The Public Relations Program

- A. A very positive image of Central must be presented to the community in general and in particular to the feeding schools.
- B. The clean up or close down edict was too fold:
  1. It gave birth to this gathering
  2. The truth has to be faced parents and entering students are suspicious.
- C. Every business here represented is in the business of selling a product. The product here to be sold is the worth of Central.
  1. Such a program cannot be mine alone. Support from me is to be expected as the usual thing.
  2. Posters for feeding schools  
Newspaper stores  
Television programs  
Brochures- profiles of success of Central grads.

II. Workshops for Administrators

- A. The work of an administrator is the management of his team to produce a marketable product.
- B. What techniques does business use to motivate their teams: supervisors, group leaders, other than the pay check.
- C. Proposal  
Two four hour workshops on two successive Saturdays for Central administrators and chairmen.
- D. The workshops have to be presented with the thought in mind that you are dealing with a ~~conveyance~~ system (i.e. teachers)- that by Board and Union contract is allowed a legal 18 days for absence, 15 sick days, 3 personal days.

III. The Self Image

- A. One of the houses I have drawn up is the Coordinated Careers Program. Admittedly it is a fancy title to cover occupations.
- B. Central has a wealth of shops: printing, graphic, and machine which have to be upgraded to today's standards.

C. Proposal

1. Consultants from industry to plan with our Industrial Arts Department, what is needed as machines and a program to produce marketable skills.
2. An ongoing societal program

a. Black students at Central have come to feel that working with the hands is degrading.

b. They seem to have no interest or knowledge in the concomitant skills needed to make one more than a bench or skilled laborer.

c. Visits from Union representatives who can tell it like it is.

d. A program of visits by Central youngsters where they see and confer with the black supervisors who are in the blue collar worker category. Additionally this is concerted to have visits to observe the standard of living they can achieve.

e. During the summer there is an apprentice program. If it can be worked out with the Unions - here they actually have their hands in experience for a stipend and a grade for credit.

IV The Mind Visitation

So much of our education even today is only giving lip service to what is truly real.

"The mind visitation program I have used science as the example, but it could be applied to many areas.

Our schools do not offer the opportunity for bench work in science. How does the experiment really grow and develop once the idea is given birth?

Proposal:

To take a Chemistry class (they are usually small) and divide it into small working groups for pharmaceutical or paint factories.

For a three or four week period they are provided transportation to the laboratory.

They keep work hours i.e. ( school time)

They actually are engaged under supervision in developing a formula.

Their end result is a written project covering math, science, and English each portion to evaluated by the shop supervisor and the Central teacher.

- Business and industry provides Central with a team of experts who for two weeks conduct a monitor and <sup>fine</sup> make study operations at Central.
- a. They present a study of how to get better delivery from the staff at Central.
- b. There the study is evaluated and modified with the educators. A team of management specialists move in for a cycle to oversee and plan operations.